XCELERATE TRAINING INSTITUTE

your learning & development partner

CUSTOMER SERVICE

Customer Retention and Loyalty

DURATION	LANGUAGE	FORMAT
5 days	**English**	**Classroom / Online**

Upcoming dates

Dates	Venue	Format	Fee
26 – 30 Apr 2027	Live online	Online (live)	**€1,200**
3 – 7 May 2027	Berlin	Classroom	**€4,800**
4 – 8 Oct 2027	Live online	Online (live)	**€1,200**

Register or ask a question

Online: staging.x8ti.com/course/customer-retention-and-loyalty/

+491631686678 · info@x8ti.com

Customer Retention and Loyalty

Introduction

You are a business or part of one, then you surely, interact with customers. Their retention and loyalty are something that for sure is something you will think of! Let us make a statement here, customer retention for sure can transform your business. It is a mission for many organizations. And when the performance indicator is red, and the customers show a reverse sign or choose to take a U-turn, then it is a sign for the organization and a time when immediate action is required.

We normally say, in the earlier times, we saw people go to visit doctors and take medicines after they fell sick, now in 2021 especially post the pandemic, is the time when people believe in taking care of their health and having vitamins, and ensuring their health condition is fully fine. Similarly, the customer retention and loyalty program are the same, organizations do not want to wait for the customers to raise complaints or show dissatisfaction, they want to ensure customers are happy and sticking around because of the value they receive.

Developing impactful customer retention and loyalty strategies is on the mind of every brand. Winning a customer and retaining them is on the dream list of every sale and service person. With a higher number of satisfied customers, the employees are bound to have an increase in productivity too

This Customer Retention and Loyalty Training Program from Xcelerate Training Institute Talent Solutions will dually empower you. Firstly, with the opportunity to hone your abilities innately. Secondly, it will help you enhance your customer service skills in going the extra mile for the customer.

Learning Objectives

This program equips you to work on your customer service skills, understand the customer's requirements and address their pain areas. This is an advanced level course that helps the participants to develop high customer satisfaction index and loyalty. This program will help you go above and beyond for your customer. An effective customer retention program would entail one to create an effective strategy to manage customer relationships, nurture key accounts, and ensure customer loyalty

Upon completing this Customer Retention and Loyalty Training Program successfully, participants will be able to:

- Enhance the customer satisfaction
- Empathize with the customer and understand his requirements
- Identify the values required for excelling in customer service
- Recognize the importance of customer service – Use a customer-focused approach
- Increase customer retention and loyalty
- Build a customer loyalty strategy to increase profits
- Analyze customer behaviors and have a high-level customer satisfaction index
- Develop customer loyalty strategy and customize it to fit the requirement
- Understand the nature of customer loyalty and apply it in relationships

Training Methodology

This collaborative Customer Retention and Loyalty Training Program will comprise of the following training methods:

- Presentations
- Role plays
- Group Discussions
- Lectures & Seminar Method
- Assignments
- Activities
- Polls
- Surveys
- Whiteboard interaction
- Case Studies & Functional Exercises
- On the spot Coaching

The program structure is a detailed and interactive session, following a two-way communication, we work with the participant to ensure that they can get a practical experience of how to interact with the customer. At ZTS, we use the 'Do-Review-Learn-Apply' model.

Benefits for Your Organisation

Every organization believes in building its customer base, keeping its brand name high, and retaining customer loyalty at all times. Yet every single organization is faced with customers loyalty is challenged or expectations not met, one or the other time and have to deal with them. If you are an organization that believes that you want to keep the brand value high and do not want the customers to go unhappy, this program is for you and your employees. This Customer Retention and Loyalty training program works with the individuals to work with the customers to understand their requirements, not only fulfill them but also to create the customer delight and retain their loyalty with the organization

Companies who nominate their employees to participate in this Customer Retention and Loyalty Training Program can benefit in the following ways:

- Gain better feedback from the end-user of their products and services
- Have their employees created a pathway of customer delight?
- Employees will understand the importance of a professional customer-service attitude
- Reduction in complaints from the customer
- Your organization will be commended for exceptional customer service
- Higher Customer Loyalty
- Better Customer Engagement for a prolonged period

Benefits for You

Every individual attending will benefit from this training program in various ways, through a keen and focused attitude.

Individuals who participate in this Customer Retention and Loyalty Training Program can gain from it in the following ways:

- Understand each customer separately
- Manage customer expectations
- Become an expert in customer relations
- Gain customer loyalty and retain customers
- Develop skills in making each customer feel important
- Learn ways to create a delightful journey for the customer to retain them

Who Should Attend

- Sales and marketing team employees
- Strategic Planners in the Customer Loyalty Department
- Customer-facing executives
- Team leaders in Customer-facing teams / Contact Centres

Course Outline

Know and understand your customer

- Define Customer Retention
- Understand Customer Loyalty
- Understand the Key customer requirements
- Know Customer Delight and differentiate from delivering the basics
- Create a journey path and define the ways of creating customer loyalty
- Understanding customer expectations

Measuring Loyalty

- Find ways to measure current customers loyalty
- Find the current reality of the methods measuring retention
- Use Smart goals to create a Vision – know the current reality and the place where you want to reach
- Understand the benefits of customer retention

Using the Data

- Use CRM and analytics to know the customer needs
- Key Loyalty Measurements
- Use Customer Satisfaction Index to find the real picture
- Create a survey design
- Track the customer retention rate

Understand why customers don’t stay

- Problems in demand fulfillment
- Why do customers move away?
- Problems that result in sales loss

Segment the Customer Base

- The role of culture and personality in recognizing behavior
- A Territory Driven Approach
- Customer Segmentation | B2B, B2C, Demographics

Listen to their requirements and what will make them happy

- Create empathy with the customer
- Recognize the role of listening
- What are the levels of listening?
- Improve Listening step-by-step
- Difference between listening and hearing
- Managing conflicts with ease

Creating Customer Loyalty – 1

- What are the 8 ways to retain customers?
- Learning 4 Steps of Exceptional Customer Loyalty
- Top 6 customer retention tactics

Creating Customer Loyalty – 2

- Build a model for customer loyalty
- Tips to ensure customer delight
- Build Customer Loyalty Schemes

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Registration Form

Customer Retention and Loyalty

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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